

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 412—Tourism and Events Marketing
Spring 2011

DAY/TIME:	TU/TH 12:00 – 1:15 p.m.	LOCATION:	PW-BRH #257
ADJUNCT PROFESSOR:	Adriane Alfred	EMAIL ADDRESS:	aalfred@gmu.edu
		PHONE NUMBER:	202-582-1599
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PREREQUISITES

TOUR 200, TOUR 220, PRLS 310, and PRLS 410

If you do not meet the prerequisite requirement, you will be dropped from this course automatically.

COURSE DESCRIPTION

Provides understanding and tools for marketing and management of financial resources in entrepreneurial tourism enterprises. Includes market planning, business planning, feasibility assessment, investment analysis, basic accounting, and operational control.

COURSE OBJECTIVES

1. Describe the core elements of the marketing process and the marketing mix.
2. Understand and discuss the benefits of a systematic approach to marketing.
3. Identify similarities and differences between marketing in public, not-for-profit, and commercial tourism and events management enterprises.
4. Identify and discuss issues that are unique to tourism and event marketing.
5. Understand how effective branding supports successful marketing.
6. Assess market conditions – including needs, opportunities, risks and potential – using market research and analysis.
7. Understand the components of market-oriented product development, product distribution, pricing strategies and promotional campaigns.
8. Recommend appropriate responses to emerging issues in tourism and events marketing, such as functioning in a global industry, marketing in multicultural context or leveraging the use of social media.
9. Design a realistic marketing strategy and marketing plan for tourism or recreation organization or a major special event.

COURSE OVERVIEW

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given.**

Our class is designed to be hands on and engaging. All assigned readings should be complete before class to enable full participation in activities, and discussion.

REQUIRED READINGS

Textbook : Kotler, Philip, Bowen, John T. and Makens, James C. 2010. *Marketing for Hospitality and Tourism, 5th Edition*. Saddle River, NJ. Pearson Education, Inc.

Selected readings to include current articles from trade publications, on-line journals, scholarly journals, and news media will be assigned throughout the semester.

EVALUATION

This course will be graded on a point system, with a total of 100 possible points.

	Points
Requirements	
Exam	
#1 Mid Term Case Study	20
#2 Final Exam	20
#3 Semester Project National Recreation & Park Association, Americas Backyard Student Engagement Project	40
#4 Participation In Class Activities	20
TOTAL	100

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

The semester project is an opportunity for students to gain “real world” experience and the possibility of winning the following award, registrations and membership:

- Complementary 2011 Congress Registration and Membership
- Automatic Nomination for the Kudos Award
- Complementary 2012 Legislative Forum Registration

In addition, this is an excellent project to add to your professional portfolio. We will conduct this project as if we are an actual tourism and events marketing firm, using all of your resources, knowledge and new material covered in this course to be successful. This is an excellent time to show your knowledge and talents!

We will also have activities that will allow students to take their hypothetical knowledge and apply it to practical themes that are current in today’s tourism and events marketing industry.

• **TENTATIVE COURSE SCHEDULE**

DATE			TOPIC	READINGS/ASSIGNMENT DUE
TU	January	25	Marketing Basics	Chapter 1
TH	January	27	Marketing Process & Branding	Chapter 2 and 9
TU	February	1	A Strategic Marketing Project	Chapter 3
TH	February	3	Your Brand	Activity A
TU	February	8	The Marketing Environment	Chapter 4
TH	February	10	Marketing Research	Chapter 5
TU	February	15	Social Network	Activity B
TH	February	17	Consumer Markets	Chapter 6
TU	February	22	Behavior of Group Market	Chapter 7
TH	February	24	Trends	Activity C
TU	March	1	Market Segmentation, Targeting and Positioning	Chapter 8
TH	March	3	Internal Marketing	Chapter 9/10-Mid Term Due
TU	March	8	National Recreation and Park Association and America's Backyard – Introduction by NRPA Representative	Guest Presenter
TH	March	10	Pricing Products: Pricing Considerations, Approaches and Strategy	Chapter 11
TU	March	15	Distribution Channels	Chapter 12
TH	March	17	The Mix	Activity D
TU	March	29	Promoting Products: Communication and Promotion Policy and Advertising	Chapter 13
TH	March	31	Promoting Products: Public Relations and Sales Promotion/Professional Sales	Chapter 14/15
TU	April	5	Direct and Online Marketing/Destination Marketing	Chapter 16/ 17
TH	April	7	Team Project Preliminary Presentations/Discuss	Team Project Oral Review
TU	April	12	Team Project Preliminary Presentations/Discuss	Team Project Oral Review
TH	April	14	Electronic Upload of Projects	Team Project
TU	April	19	Next Year's Marketing Plan	Chapter 18
TH	April	21	Team Project Presentations Part I	Final Presentations
TU	April	26	Team Project Presentations Part II	Final Presentations
TH	April	28	Final Exam Review Part 1	Review
TU	May	3	Final Exam Review Part II	Review
TH	May	5	Final Exam	

Note: Faculty reserves the right to alter the schedule as necessary.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

CLASS POLICIES

1.Attendance, Punctuality and Participation

Regular attendance and punctuality are essential to your success in TOUR 412. Demonstrate your business acumen by attending all class sessions and being on time. Attendance will be taken at the beginning of each class. Absenteeism, late arrival to class and early leave taking can affect your overall grade in the class. Beyond any grade penalties for ongoing absences or habitual tardiness, the instructor may issue an “F” grade for the overall course if, after written warning, the student’s absence or tardiness continues at a level that constitutes “non-participation.”

2.Short Assignments: Homework/In-Class Assignments/Directed Readings

Throughout the semester, you will regularly have short assignments, including homework, in-class assignments and directed readings. These assignments are to be completed independently unless otherwise indicated by your instructor. None of these assignments will be accepted late, nor can they be made up. Your two lowest short assignment grades will be dropped.

3.Quizzes

Throughout the semester, you will regularly have quizzes, both announced and unannounced. None of these quizzes will be accepted late, nor can they be taken early or made up. Your lowest quiz grade will be dropped.

4.Midterm and Final Exams

The midterm and final exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.

5.Instructor Arrival Policy

If your instructor is not in the classroom at the start of class time, please wait 15 minutes before leaving.

6.Inclement Weather Policy

Call 703-993-1000 in the case of inclement weather to determine if class will be held.

7.Syllabus Changes

Your instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may apply to the course schedule, specific activities, evaluation or policies. Any changes will be clearly communicated to all students.

